

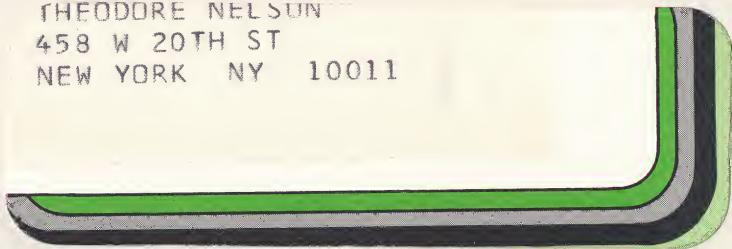
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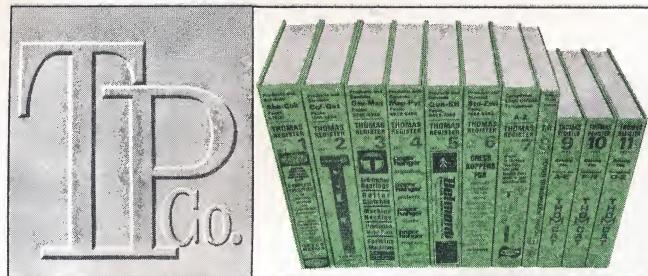
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Nobody has to tell
you that your job's
going to be a lot
tougher this
year. But how
do you cope
with the new
challenges?

(DETAILS INSIDE)

THEODORE NELSON
458 W 20TH ST
NEW YORK NY 10011





Thomas Register and Thomas Register Catalog File

THOMAS PUBLISHING COMPANY • PRODUCT INFORMATION HEADQUARTERS
461 Eighth Avenue, New York, New York 10001 • (212) OX 5-0500

Nobody has to tell you
that your job's going to be a lot tougher this year---

---especially if your responsibility involves locating and evaluating vendors of products and services.

Making this tougher than normal, of course, is the fact that the normal rate of change in industry was greatly accelerated by the recent economic storms.

- A number of firms have folded - and not just little ones
- Many firms have merged -- and/or dropped whole lines
- And - despite the above - a surprising number of new products and new sources came on stream during the past 18 months.

HOW CAN YOU KEEP UP WITH THESE CHANGES? How in the period of "profit crunch" can you be a tougher buyer -- how can you get fast and accurate evaluation of a potential supplier -- how can you speed up the buying process?

Let Thomas Register of American Manufacturers be your right-hand aide.

- Thomas Register is the world's largest product source reference - eleven king-sized volumes - a veritable encyclopedia of American manufacturing capabilities.

It's complete, accurate, and up to date, because a 100-man editorial and field staff record thousands of changes daily all year long to keep it that way. More than a million changes are made each year to keep up with American industry.

- Thomas Register helps you find "who makes what" and how to contact them, locally, if you wish, in minutes. (There are more than 80,000 product headings.)
- More than that, it gives you detailed product data, and lets you make side-by-side comparisons of vendors. (More than 55,000 product ads give helpful specifying data.)
- More than that, it gives you a "profile" of vendor companies -- addresses, names and titles of corporate officers, location of branches, telephone numbers, zip codes, capital ratings! (A special volume gives this type of information on more than 75,000 firms!)

--- and, finally, a new feature, Thomas Register Catalog File (THOMCAT) presents hundreds of manufacturers' catalogs, each containing extremely detailed specifying data.

THOMAS REGISTER WILL SAVE YOU TIME!

Instant answers--reliable answers--more detailed answers--and a greater number of answers than any other single source can provide ---that's Thomas Register's record as the nation's number one product reference.

And that's why more than 40,000 organizations who need this type of information are willing to pay cash on the barrelhead for Thomas Register, despite the fact that literally thousands of directories are given away free!!

How about you? We'll bet that Thomas Register can help you in your job in '71 - and it's a one-sided bet because you don't have to risk anything.

The price for the complete set, including shipping to your door is only \$44.75. If, after examination, T.R. isn't everything we say it is, tell us so within 10 days and you owe us nothing! Now could a bet be fairer than that? Send us the enclosed card today -- pay now or pay later -- and we'll rush a brand-new 1971 Edition to you post haste.

Cordially,

Martin Horan

MARTIN HORAN
Circulation Manager

P.S. Every department in your company will find a use for T.R.: product checks, for quick credit checks, building prospect lists, checking out trade names, finding maintenance parts quickly.

P.P.S. You'd be wise to move fast. Thomas Register "sells out" every year and orders are processed on a "first-come-first served" basis.



THE TESTIMONY OF CASH ON THE BARRELHEAD

(More than 40,000 subscribers can't be wrong!)

Despite the fact that literally thousands of directories of all types are given away free each year, more than 40,000 subscribers shun them, preferring instead to pay hard cash for Thomas Register!

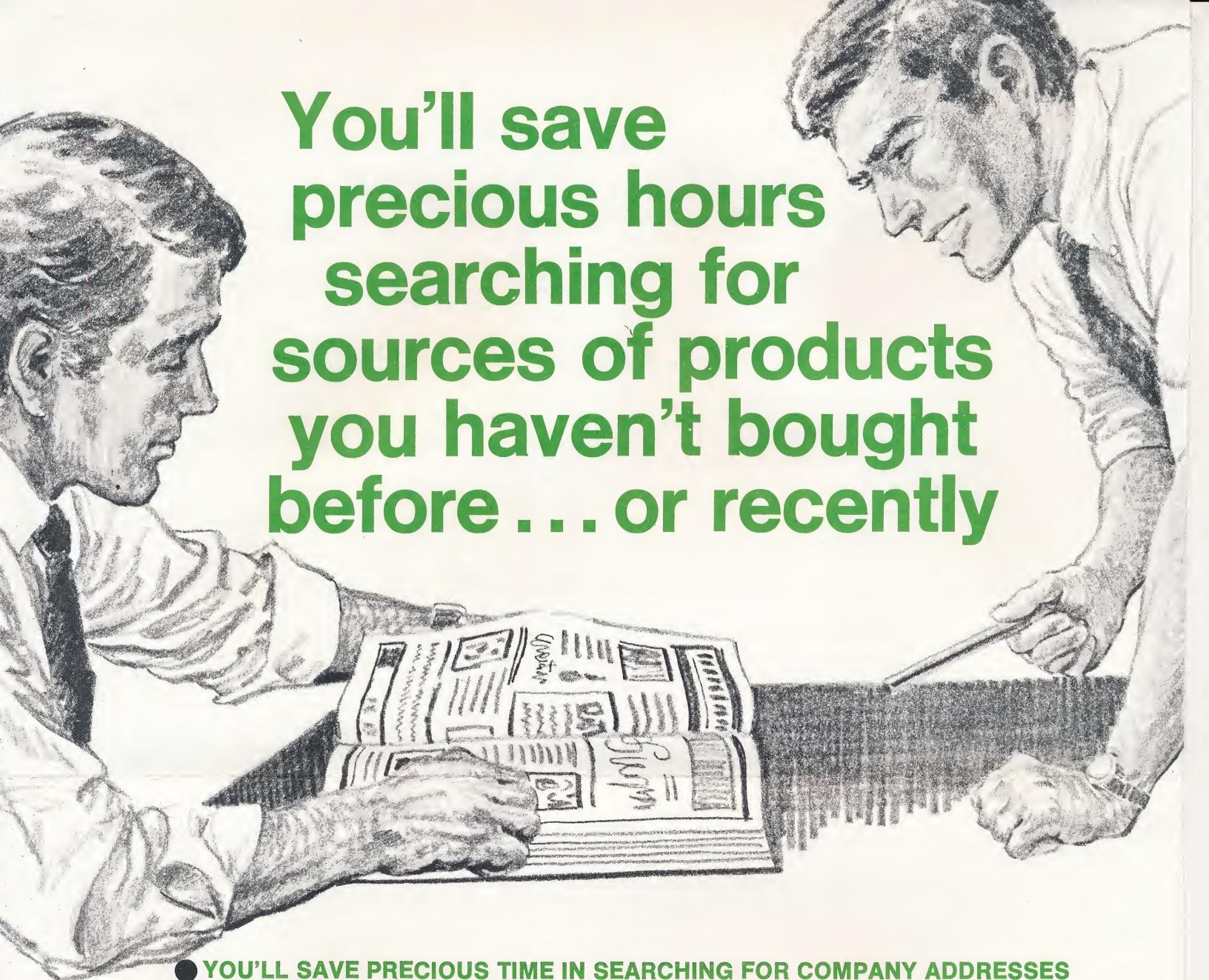
Who are these 40,000 plus? They are nine out of ten of the Fortune "500" companies -- the largest manufacturing firms in the U.S. They are approximately 85% of the manufacturing firms listed on the N.Y. Stock Exchange. They are the government in the form of DOD, NASA, the Army, Navy, Airforce, plus all the operating departments, consulates, embassies, and information centers.

Most important, they are the thousands of growing firms, large and small, in all types of industries, that want to keep growing.

In total, these organizations account for more than two-thirds of the total expenditure for industrial goods and services needed to sustain our trillion dollar economy -- and they rely on Thomas Register to speed the solution of their daily procurement problems. How about you?

here's a partial list of companies that consistently order more than one set of Thomas Register

	Sets of TR		Sets of TR
Allied Chemical	41	Hughes Aircraft	19
ACF	38	Humble Oil & Refining	16
Alcoa Aluminum	40		
Allis Chalmers	15	International Business Machine	65
American Can	16	International Harvester	10
American Cyanamid	13	International Nickel	12
American Machine & Foundry	27	ITT	19
American Oil	11		
American Radiator & Standard	23	Johns Manville	23
Armco Steel	12		
Armstrong Cork	27	Kaiser Aluminum	30
Avco	20		
Babcock & Wilcox	13	Litton Industries	28
Bell Telephone	9	Lockheed	32
Bendix	33		
Bethlehem Steel	14	McGraw Edison	23
Boeing	18	Martin	14
Borg-Warner	22	Monsanto Chemical	53
Brunswick	16		
Burroughs	12	National Lead	17
		North American Aviation	20
Celanese	17		
Chrysler	11	Olin-Matheison	36
Continental Can	36	Owens-Illinois	30
Crown Zellerbach	12		
Douglas Aircraft	17	Phelps-Dodge	16
Dow Chemical	40	H. K. Porter	24
DuPont	148		
Eastman Kodak	22	Radio Corp. of America	48
Eaton Mfg.	16	Raytheon Mfg.	24
Eltra Corp.	32	Revere Copper & Brass	10
Esso Research	11	Reynolds Metals	21
		Rockwell Standard	15
Fairchild Camera & Instrument	12		
Firestone Tire & Rubber	17	Sandia	38
Ford Motor	61	Shell	34
		Singer	15
General Dynamics	52	Socony Mobil	22
General Electric	280	Sperry Rand	43
General Foods	16	Standard Oil	24
General Motors	137	Sylvania Electric	38
General Tire & Rubber	12		
Goodyear Aircraft	28	Union Carbide	122
W. R. Grace	25	United Aircraft	25
Grinnell	27	Union Oil	55
		United States Steel	40
Hercules Powder	21		
Honeywell	18	Western Electric	74
		Westinghouse Electric	94



You'll save precious hours searching for sources of products you haven't bought before . . . or recently

- YOU'LL SAVE PRECIOUS TIME IN SEARCHING FOR COMPANY ADDRESSES
- YOU'LL QUICKLY LOCATE LOCAL SOURCES OF NATIONALLY ADVERTISED PRODUCTS
- YOU'LL LOCATE DETAILED ENGINEERING "SPECS" IN MINUTES

THOMAS REGISTER OF AMERICAN MANUFACTURERS - eleven volumes . . . 12,000 pages . . . 80,000 product headings . . . 55,000 detailed ads . . . hundreds of manufacturers' catalogs . . . no other source or combination of sources can match this encyclopedic completeness!!

Experienced purchasing and engineering executives - men charged with responsibility for buying millions of dollars of industrial goods and services - prefer Thomas Register nine-to-one over any other similar reference.

In fact, they prefer to pay for Thomas Register rather than use any of the many directories that are circulated free of charge.

Why? Because these top men know that *time is money!* They know that Thomas Register is most apt to have what they're looking for, so they rely on Thomas Register to save them hours in product and company searches.

Prove it to yourself just how valuable T/R can be to you . . . and do it without risking one penny! Order your 1971 set today. When it arrives, look it over. If it isn't everything we claim it to be, tell us so within ten days, and you owe us nothing. What could be fairer?

(for detailed description of volumes, see other side)





WE CAN HELP LIGHTEN THE LOAD.
VENDEORS OF PRODUCTS AND SERVICES,
... BUT IF IT'S YOUR RESPONSIBILITY TO FIND

to be tougher
Your job's going
or bounces back...
sluggish in '71...
economy stays
Whether the

12,000 PAGES JAM PACKED WITH DETAILED INFORMATION ABOUT SOURCES OF VIRTUALLY ALL U.S. INDUSTRIAL PRODUCTS AND SERVICES.

Volumes 1-6 are *product volumes*. They contain almost 10,000 king-sized pages of information about U.S. products and services - more than any other source in the world! There are 80,000 product headings, and under each are listed names and addresses of all of the manufacturers of a given product - 1,500,000 in all! You find nearest source in seconds. Helpful ads supplement the listings . . . help you make intelligent vendor selection.

Volume 7 is the "company-contact" volume. Users claim this volume alone is worth the total price. It contains an alphabetical compilation of 80,000 companies, their subsidiaries and affiliations, addresses, zip codes, phone numbers, cable addresses, capital ratings, names of chief officers, local sales outlets. A great help when you know the company you want but don't know where they are.

Volume 8 contains an alphabetical product index, an advertiser's index, and an alphabetical listing of more than 60,000 trade names. When you can only recall the trade name of a product or component you want, this volume is *invaluable!* You look up the trade name and you learn to whom it belongs. Next step, look up the owner of the trade name in the Advertiser's Index or in the Product Index. Your search time is cut to minutes!

Volumes 9, 10 and 11 contains manufacturers' catalogs bound alphabetically by company name. Detailed specifying data given in the catalogs supplement that in the Register . . . make it possible to specify and buy right off the page, thus speeding the buying cycle.



- all other sources pale in comparison to T.R.,
which is why American Industry pays more than
a million dollars a year to subscribe to T.R.!

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Company _____ Principal product _____

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Signature _____ Date _____

*Qualification as Reader depends upon a number of factors; send in the card, and if you qualify we'll contact you shortly. Absolutely no cost or obligation involved in any way.

JULY
1970.
VOL. 88 NO. 7

IEN
INDUSTRIAL EQUIPMENT NEWS

Original Reporter of *What's New* in Equipment, Parts, Materials

SAMPLE AND DOCUMENT CONVEYOR

An automatic unit can take a stack of many items, parts, mail and supplies to and from a conveyor belt. When triggered, they are automatically sorted and then sent to a conveyor belt. Operated by a central controller, the unit has three different speeds. It can handle up to 150 pieces per minute. It is made of stainless steel and weighs 100 lbs. Capacity: 100 lbs.

VIBRATORY MIXER

See public model in cabinet size on page 18. In Vibra-Sieve's new Vibra-Mixer, materials are treated with intense air pulses that keep them in constant motion. This assures uniform mixing at 100% capacity. Operative weight: 100 lbs.

PORTRAIT HOT AIR BLOWER

Transportable or built into a permanent unit, the hot air blower has three fan sizes. One, 100 cubic feet per minute, is recommended for use in a garage from which to move materials. Two, 150 cubic feet per minute, is used for moving materials such as sand, gravel, and stones. Three, 250 cubic feet per minute, is used for moving materials such as sand, gravel, and stones.

FORMING MACHINE

Molded copper by Gremco Master Works Inc., Elgin, Illinois, is shown by a worker. The machine is controlled by a timer and a photocell. It can produce up to 1000 pieces per hour. Weight: 100 lbs. Dimensions: 10 ft. 6 in. x 14 in. x 10 ft. 6 in. Price: \$12,000. The new Gremco Master Works Inc. plant in Elgin, Illinois, is the first in the country to specialize in metal forming.

CONVENIENT ORDER FORM

NO POSTAGE REQUIRED

MAIL TODAY!

YES! Please send us the complete new eleven volume set of the 1971 Thomas Register of American Manufacturers at \$44.75 per set, including all shipping charges

Send me ____ sets at \$44.75 each.

Bill me (Purchase order # _____)
 Payment enclosed _____

Send each year's edition of Thomas Register as soon as issued until further notice.

Signature _____

Thomas Register sounds like a good place to display my company's products.
Please ask your local representative to call me.

M14

THEODORE NELSON
458 W 20TH ST
NEW YORK NY 10011

*U.S. only. Canadian and foreign prices on request

NO RISK GUARANTEE

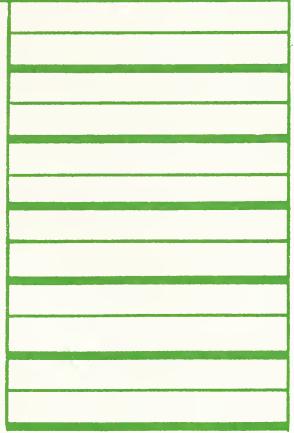
When you receive your set of 1971 Thomas Register of American Manufacturers, examine it carefully. If it is not everything we say it is - tell us within ten days and we'll send you return shipping instructions.

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